

Message Text

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51

ACTION NEA-10

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AMEMBASSY BEIRUT

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E.O. 11652: NA

TAGS: ETRD, EG

SUBJECT: SWIFT AND COMPANY - EGYPTIAN CHICKEN INDUSTRY

REF: STATE 182997

1 FOR FULL STUDY POTENTIAL OF EGYPTIAN CHICKEN INDUSTRY, IT WOULD BE WORTHWHILE FOR SWIFT AND COMPANY TO SEND REP TO EGYPT.

2. ABSORPTIVE CAPACITY OF EGYPTIAN MARKET AND CURRENT CONSUMPTION PATTERNS GREATLY EXCEED SWIFT'S MINIMUM ECONOMIC PRODUCTION STANDARD OF 100 THOUSAND CHICKENS PER WEEK. CURRENTLY 23 MILLION CHICKENS PER YEAR ARE RAISED IN EGYPT (10 MILLION BY PUBLIC SECTOR AND 13 MILLION BY PRIVATE SECTOR). IN ADDITION, FROM JULY 1, 1974 TO JUNE 30, 1975, 10 THOUSAND TONS (APPROXIMATELY 8 MILLION CHICKENS) WERE IMPORTED. CURRENT CONSUMPTION IS APPROXIMATELY 600 THOUSAND PER WEEK AND 1 MILLION CHICKENS PER WEEK PROBABLY IS REASONABLE ESTIMATE MARKET DEMANDS.

3. FEASIBILITY OF CHICKEN PROJECTS DEPENDS UPON AVAILABILITY OF FEED. WE HAVE RECENTLY SEEN ONE PROJECT WHERE MINISTRY OF SUPPLY AGREED TO PERMIT GROWER TO PURCHASE GRAIN AT LOCAL SUBSIDIZED MARKET PRICE UPON CONDITIONS THAT CHICKENS WOULD BE SOLD AT GOVERNMENT CONTROLLED PRICE AND NOT ON FREE MARKET. IN THESE CIRCUM-
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STANCES, PROJECT FEASIBILITY CAN BE DETERMINED BEST BY VISIT TO

EGYPT.
MAESTRONE

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